



## points of difference

### general

bibi teats and soothers are based on the design of the same Dr. Muller whose name is mentioned so often on NUK's packaging and promotional literature. Some decades ago, Lamprecht has purchased the production rights of that design from Dr. Muller himself, as well as the right to promote the NUK brand name in Switzerland and Benelux countries. Therefore in Switzerland and Benelux, our products are sold under the joint brand name bibi-NUK.

### TEATS (for feeding bottles)

There are significant differences in the range of bibi bottle teats as compared to NUK or AVENT:

1. The bibi orthodontic shape bottle teats are different from NUK teats as far as the air-vent feature is concerned. For some reason, NUK prefers to put this air-vent on the side of the teat body, while we achieve this function with a small groove on the base of the teats. The advantage of having this air-vent groove on the base of the teat is that it allows the flow-rate from the bottle to be adjusted by tightening or loosening the screw-cap.
2. The bibi orthodontic shape bottle teats are available in one body size with 3 different flow holes - small, medium & large. Additionally, we shall soon have the non-spill orthodontic shape teats as introduced in Cologne. NUK has 2 different body sizes on their orthodontic shape bottle teats, while AVENT offers only Wide Neck Cherry teats. (see point # 3 below for a complete list of our bottle teats)
3. NUK offers only orthodontic shape teats for bottles and AVENT offers only Wide Neck teats. We offer a really wide range of teats suitable to the different needs of every individual:
  - a. orthodontic (1 body x 3 flow rates)
  - b. orthodontic non-spill (coming soon)
  - c. standard cherry (1 body x 3 flow rates)
  - d. varia standard cherry (2 bodies each with 1-2-3 flow rate capability)
  - e. training spout
  - f. wide neck cherry (1 body x 3 flow rates)
  - g. varia wide neck cherry (1-2-3 flow rate capability)This assortment makes the bibi range of teats very comprehensive as we recognize all the consumer preferences that exist in the market.
4. The bibi orthodontic teat does not have an all around groove on its body (unlike NUK). We believe that having such grooves could result in build-up of residue (food stains and/or cleaning solution), eventually leading to the formation of bacteria colonies in that area. (The same applies to the air-vent described in point # 1 above as well.) Therefore, all our teats have a smooth and uniform outer surface without indentations or grooves.
5. NUK's orthodontic shape bottle teats are available in Silicone as well as Latex, while we produce bottle teats only in silicone. Lamprecht is one of the first in this industry to produce silicone orthodontic teats about 20 years ago and since then silicone teats have taken almost 60-70% of the world market share. The advantages of silicone over latex are overwhelming - they last longer, are hygienic to look at, they do not smell after prolonged use; and more importantly because silicone is an inert material it is the right choice for the growing percentage of persons allergic to latex.
6. bibi bottle teats are made from Liquid Silicone Material with a higher grade of shore hardness (shore A = 50) and this renders them extremely safe to use for teething babies. Therefore although the bibi teats may feel slightly harder than the competition, they are actually the safest option available on the market.

# bibi®

OF SWITZERLAND

## SOOTHERS

1. bibi soother teats are made from Liquid Silicone Material with a higher grade of shore hardness (shore A = 50) and this renders them extremely safe to use for teething babies. Therefore although the bibi teats may feel slightly harder than the competition, they are actually the safest option available on the market.
2. The bibi soother teats are constructed of silicone while the plastic parts are entirely PP. Lamprecht is the pioneering company in providing a safe multi-colour design printed PP soother. With the growing problems against PC bottles, we feel that PC soothers such as the printed soother from NUK or MAM should face criticism. Soothers are actually used for longer hours than the feeding bottles, therefore using a PC soother carries the risk of prolonged exposure to Bisphenol-A. (For this very reason, NUK has recently launched an all PP soother; however those PP soothers are unprinted.)
3. bibi soother teats are offered with the following variations:
  - a. orthodontic 3 body sizes (1<sup>st</sup> day+ / 6 months+ / 12 months+)
  - b. cherry 2 body sizes (1<sup>st</sup> day+ / 6 months+)
4. We have recently launched bibi soothers with latex teats, however at the moment they are targeted only to specific markets in southern Europe where latex teats have stronger market share due to traditional sentiments.
5. The bibi soother shields feature "naps" on the surface which is in contact with the baby's skin around the mouth. These "naps" are tiny protrusion dots that increase free flow of air, reducing discomfort and rash that naturally results from prolonged use of soothers. For more information on the features of the bibi soother please refer to page # 6 of the bibi product catalogue.
6. Lastly, bibi soothers have perhaps the most unique colours and designs available on the market. These colours and designs follow the latest fashion forecasts from the textiles / clothing industry. The bibi collection soothers have become coveted collectors items over the years and several individuals in Europe are known have purchased our soothers for hobby.